

## EXPRESS MAIL CERTIFICATE

Date \_\_\_\_\_ Label No. \_\_\_\_\_  
 I hereby certify that, on the date indicated above, this paper or  
 fee was deposited with the U.S. Postal Service & that it was  
 addressed for delivery to the Assistant Commissioner for Patents,  
 Washington, DC 20231 by "Express Mail Post Office to  
 Addressee" service.

11-23-01  
 PLEASE CHARGE ANY DEFICIENCY UP TO \$300.00 OR  
 CREDIT ANY EXCESS IN THE FEES DUE WITH THIS DOCUMENT  
 TO OUR DEPOSIT ACCOUNT NO. 04-0100

*B  
SAC  
03.21.01*

Name (Print) \_\_\_\_\_ Signature \_\_\_\_\_

O I P E Customer No.: \_\_\_\_\_



07278

PATENT TRADEMARK OFFICE

MAIL DATE CANCELLED

Docket No.: 2315/0H316



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Moshe TAMIR, et al.

**RECEIVED**

Serial No.: 09/728,613

Art Unit: 2173

MAR 18 2002

Confirmation No.: \_\_\_\_\_

Technology Center 2100

Filed: November 30, 2000 Examiner: \_\_\_\_\_

For: METHOD AND APPARATUS FOR PROVIDING DYNAMIC INFORMATION  
 TO A USER VIA A VISUAL DISPLAY

SUBMISSION OF FORMAL DRAWINGS

EXPRESS MAIL CERTIFICATE

EL 670669456<sup>us</sup>

Hon. Commissioner of  
 Patents and Trademarks  
 Washington, DC 20231

Date 11/21/01 Label No. \_\_\_\_\_  
 I hereby certify that, on the date indicated above, this paper or  
 fee was deposited with the U.S. Postal Service & that it was  
 addressed for delivery to the Assistant Commissioner for  
 Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513  
 by "Express Mail Post Office to Addressee" service.

Sir:

B.W. Lee  
 Name (Print)

B.W. Lee  
 Signature

We have now procured and enclose herewith the formal drawings

(Figures 1-14, 15A, 15B, 15C, 16-20; 20 sheets) for this application.

Respectfully submitted,

Pierre R. Yanney  
 Reg. No. 35,418  
 Attorney for Applicant(s)

DARBY & DARBY P.C.  
 805 Third Avenue  
 New York, New York 10022  
 212-527-7700

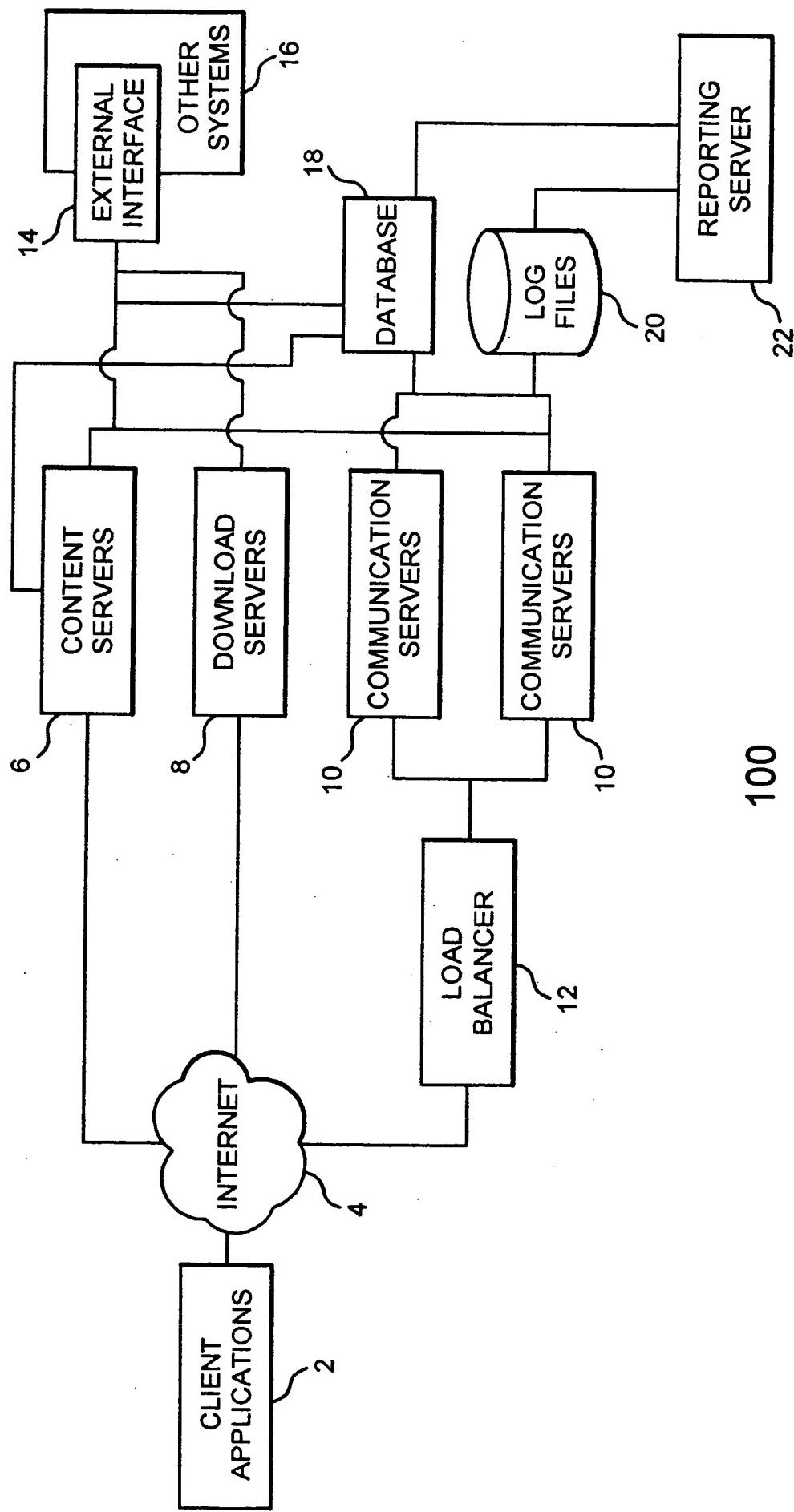


FIG. 1

FIG. 2

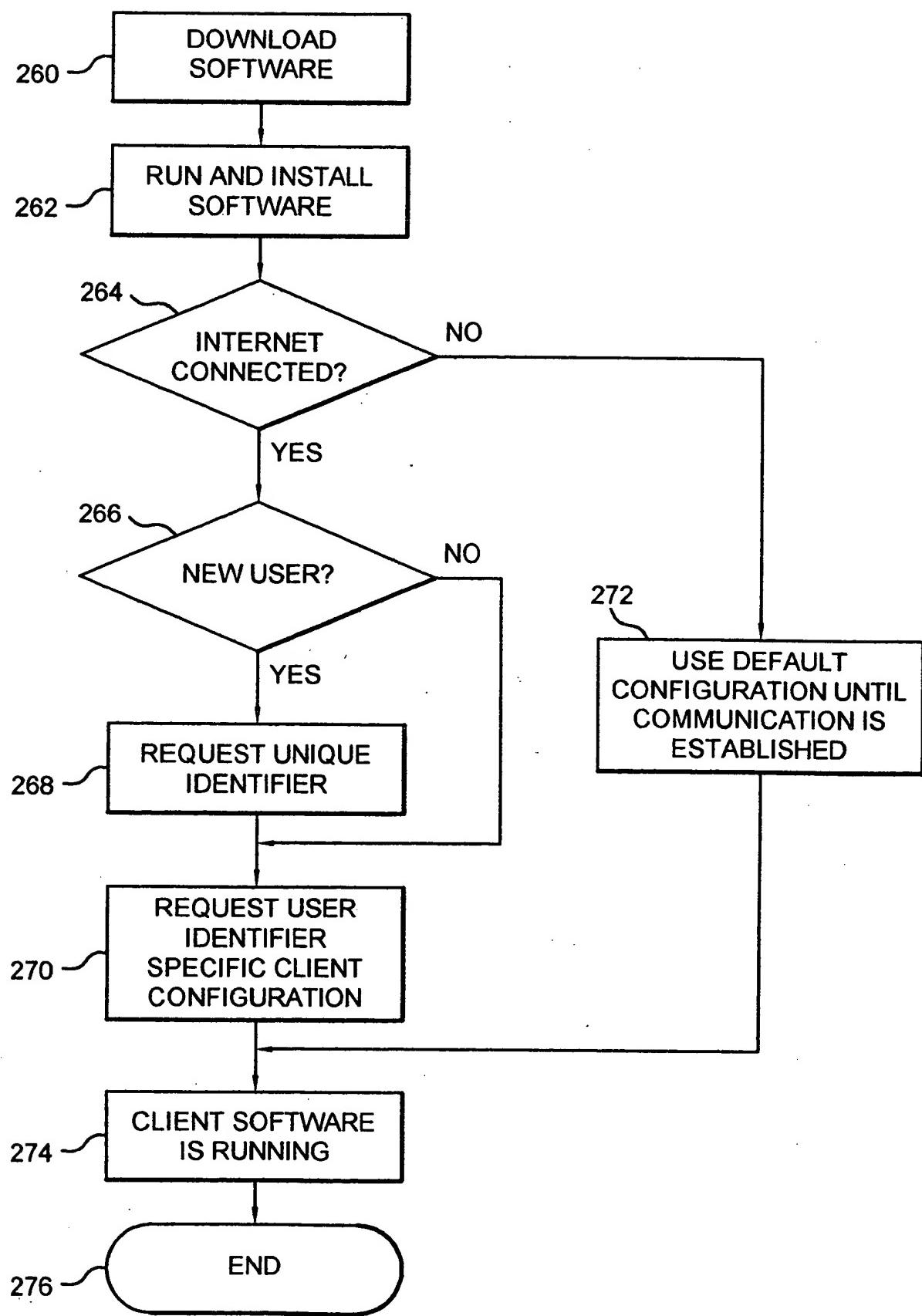
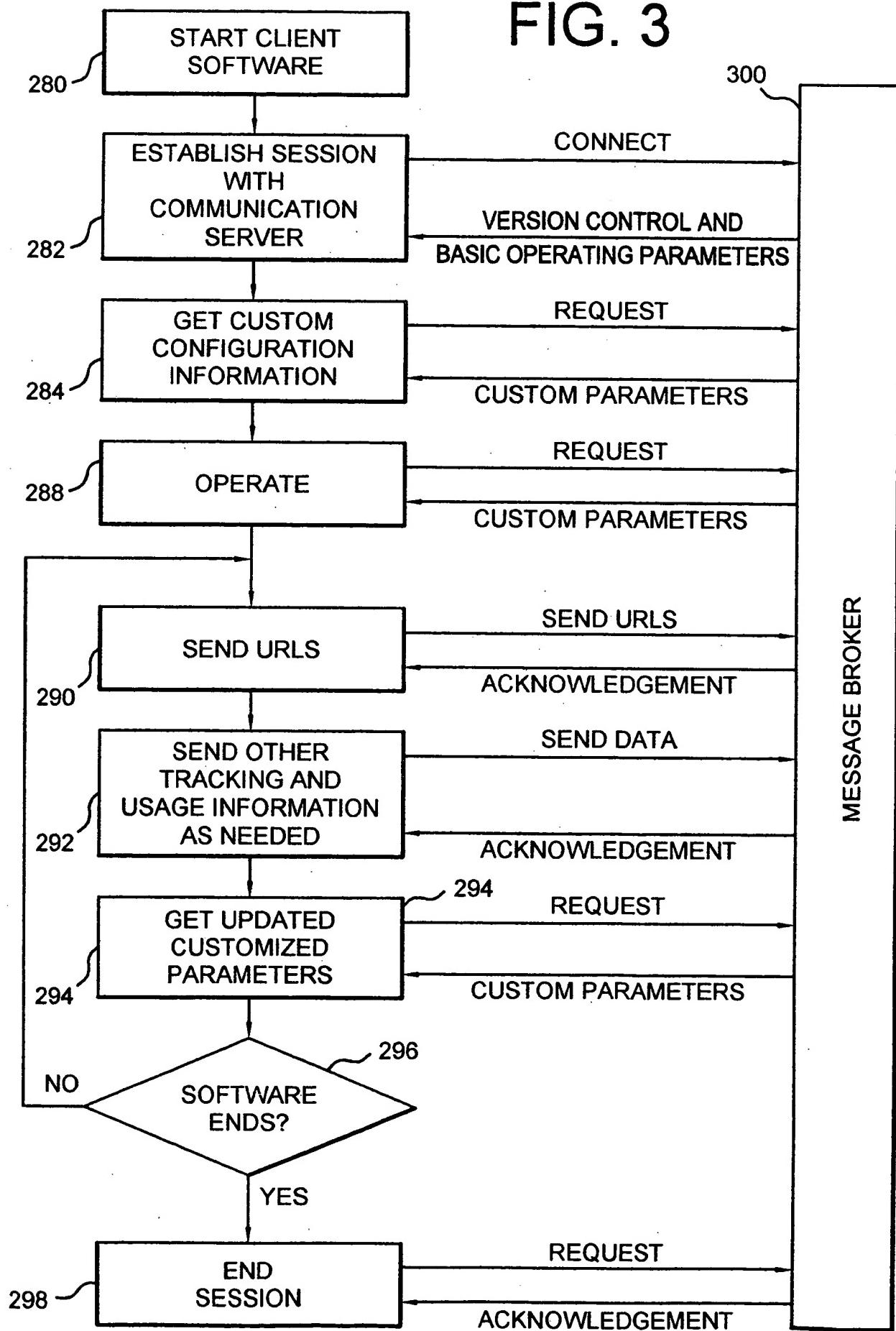
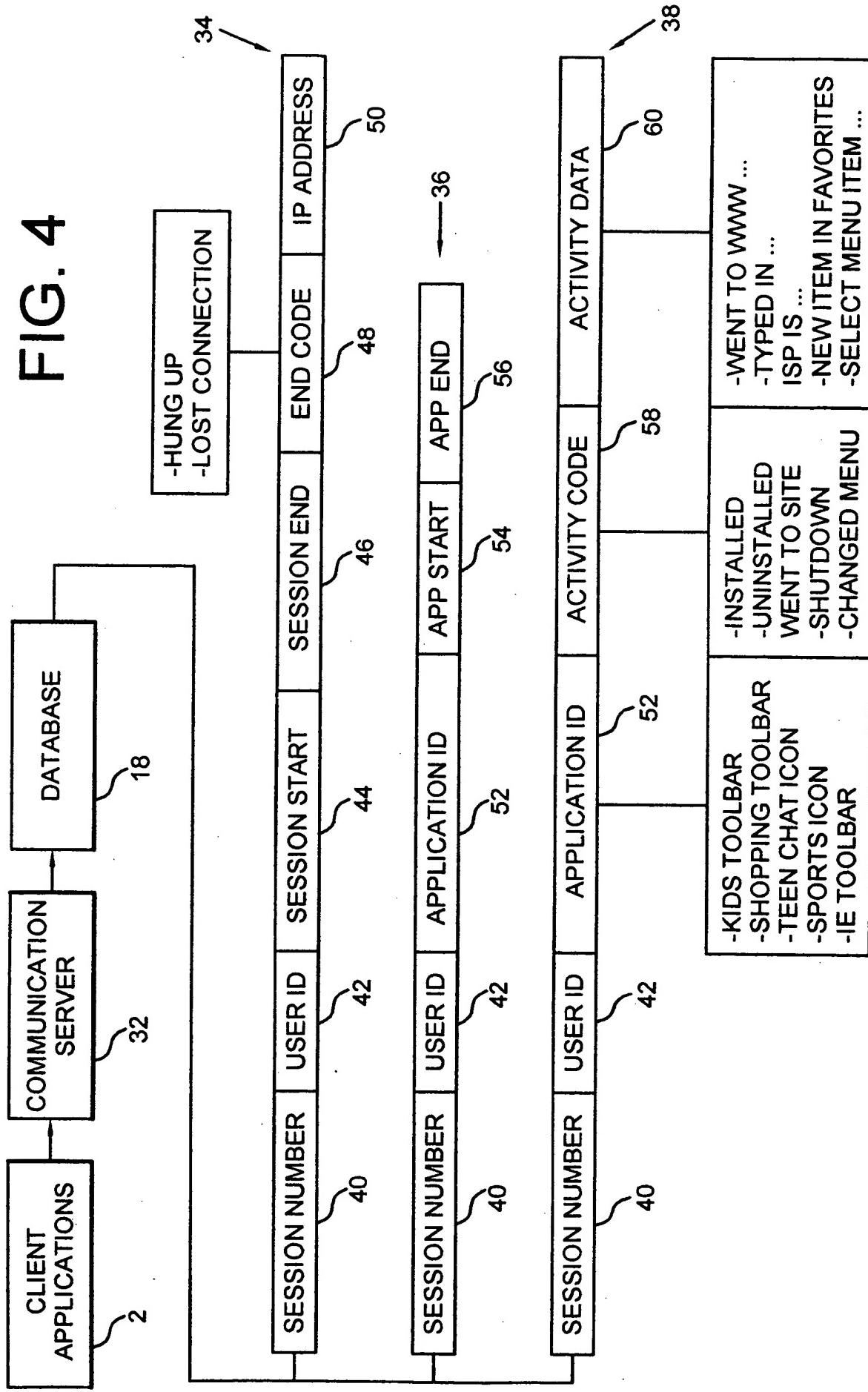


FIG. 3



**FIG. 4**

**FIG. 5**

DATA POINT	DESCRIPTION
42	USER IDENTIFIER UNIQUE IDENTIFIER FOR THE USER THIS IS A 38-CHARACTER FIELD
72	USER NUMBER INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
50	IP ADDRESS LAST IP ADDRESS OF USER
74	COUNTRY CODE COUNTRY CODE OF USER BASED ON LAST LOGIN
76	LAST LOGIN LAST LOGIN DATE

**FIG. 6**

6/20

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
82 APPLICATION IDENTIFIER	APPLICATION THAT IS IN SESSION WITH SERVER
50 IP ADDRESS	IP ADDRESS USED DURING SESSION
44 SESSION START	TIME AND DATE OF START OF SESSION
46 SESSION END	TIME AND DATE OF END OF SESSION
302 SESSION IDENTIFIER	UNIQUE SESSION IDENTIFIER

**FIG. 7**

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
84 APPLICATION NAME	TEXT NAME TO DESCRIBE APPLICATION IDENTIFIER SUCH AS SHOPPING TOOLBAR, TEEN CHAT, ETC.
86 APPLICATION MESSAGE INTERVAL	INDICATES THE FREQUENCY AT WHICH A NEW MESSAGE SHOULD BE PROVIDED TO THE CLIENT FROM THE MESSAGE QUEUE. TIME IN SECONDS.
88 WELCOME WAIT INTERVAL	INDICATES HOW LONG TO WAIT BEFORE REQUESTING THE NEXT DISPLAY MESSAGE FROM THE MESSAGE QUEUE. TIME IN SECONDS.
90 CLIENT QUERY TIME INTERVAL	HOW FREQUENTLY THE CLIENT SHOULD QUERY THE SERVER FOR INFORMATION. TIME IN SECONDS.
92 APPLICATION VERSION	CURRENT VERSION OF THE APPLICATION
94 APPLICATION UPDATE URL	FOR AUTO-UPDATE - WHERE TO FIND THE NEWEST VERSION OF THE APPLICATION

**FIG. 8**

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
74 COUNTRY CODE	COUNTRY CODE OF MESSAGE. A DEFAULT WILL BE USED FOR COUNTRIES NOT LISTED.
102 NAVIGATION URL	URL TO NAVIGATE

**FIG. 9**

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
310 BEHAVIOR TYPE	TYPE OF USER, FINANCE, SPORTS, STYLE, ETC. THE BEHAVIOR TYPE OF STYLE 1 - STYLE 1000 IS RESERVED FOR THE STYLE OF PRESENTATION.
312 TAG NAME	APPLICATION SPECIFIC INFORMATION TAG
314 VALUE NAME	APPLICATION SPECIFIC VALUE FOR TAG

**FIG. 10**

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
112 USER BEHAVIOR TYPE	TYPE OF USER, FINANCE, SPORTS, ETC.
114 WEIGHT	HOW THE TYPE WEIGHS AGAINST OTHER TYPES

**FIG. 11**

DATA POINT	DESCRIPTION
72 USER NUMBER	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
308 SESSION IDENTIFIER	DATE OF USING THIS URL
320 DOMAIN	DOMAIN PART OF URL
322 PAGE	PAGE PART OF URL WITHIN DOMAIN
324 PAGE TYPE	TYPE OF PAGE (SPORTS, FINANCE, ETC.) IF THIS CAN BE DETERMINED
326 DURATION	NUMBER OF SECONDS SPENT ON THIS PAGE

**FIG. 12**

10/20

DATA POINT	DESCRIPTION
72	INTERNAL NUMBER USED FOR FOREIGN KEY WITHIN THE DATABASE SYSTEM
82	UNIQUE IDENTIFIER OF THE APPLICATION
92	VERSION OF USERS' APPLICATION FOR INFORMATION PURPOSES ONLY
122	DATE APPLICATION WAS DOWNLOADED
124	LAST DATE USER USED THIS APPLICATION
126	THE LAST MESSAGE ID THE CLIENT HAS DISPLAYED

**FIG. 13**

DATA POINT	DESCRIPTION
82 APPLICATION IDENTIFIER	UNIQUE IDENTIFIER OF THE APPLICATION
132 DAY YEAR	DATE REPRESENTATION OF DAY OF YEAR AND YEAR
134 EVENT CODE	CODE FOR AN APPLICATION EVENT SUCH AS POPUP, NAV, UNINSTALL, ETC.
136 COUNT	NUMBER OF TIMES EVENT CODE OCCURRED FOR A GIVEN DAY

**FIG. 14**

DATA POINT	DESCRIPTION
APPLICATION IDENTIFIER 82	UNIQUE IDENTIFIER OF THE APPLICATION
BEHAVIOR TYPE 112	BEHAVIOR TYPE TO SEND THIS MESSAGE. USERS WITH THIS BEHAVIOR TYPE WILL RECEIVE THIS MESSAGE. A BEHAVIOR TYPE OF 'ALL' WILL ALLOW ALL USERS TO RECEIVE THIS MESSAGE
MESSAGE NUMBER 152	A SYSTEM ASSIGNED SEQUENTIAL NUMBER. MESSAGES ARE DISPLAYED IN SEQUENTIAL ORDER TO THE USER
MESSAGES 154	MESSAGES TO BE DISPLAYED IN SEQUENTIAL ORDER TO THE USER
COUNTRY CODE 74	COUNTRY CODE OF MESSAGE. A DEFAULT CODE WILL BE USED FOR COUNTRIES NOT LISTED
URL 156	FULLY QUALIFIED URL
BROWSER MODE 158	THE MODE THE BROWSER WINDOW WILL BE DISPLAYED. EITHER SMALL DIALOG WINDOW OR FULL BROWSER
POPUP MODE 160	THE METHOD THE BROWSER WINDOW WILL BE DISPLAYED. EITHER POPUP OR PULSE ICON
BROWSER WIDTH 162	THE WIDTH OF THE BROWSER WINDOW
BROWSER HEIGHT 164	THE HEIGHT OF THE BROWSER WINDOW

# FIG. 15A

DESCRIPTION	AVAILABILITY
TIME	CURRENT TIME
42 USER IDENTIFIER	UNIQUE IDENTIFIER ASSIGNED TO EACH CLIENT THIS IS A THIRTY-EIGHT CHARACTER VALUE
174 USER IP	IP ADDRESS OF THE USER
176 ACTIVITY	TEXT FIELD TO DESCRIBE ACTIVITY  POPUP A POPUP MESSAGE WAS RECEIVED  CLICK THE WINK TRAY ICON WAS CLICKED TO BRING UP A DIALOG BOX (FOR ICONS THAT HAVE DIALOG BOXES)  NAV THE USER NAVIGATED TO THE SITE  SESSION END-OF-SESSION RECORD  UNINSTALL THE USER UNINSTALLED THEIR SOFTWARE

## FIG. 15B

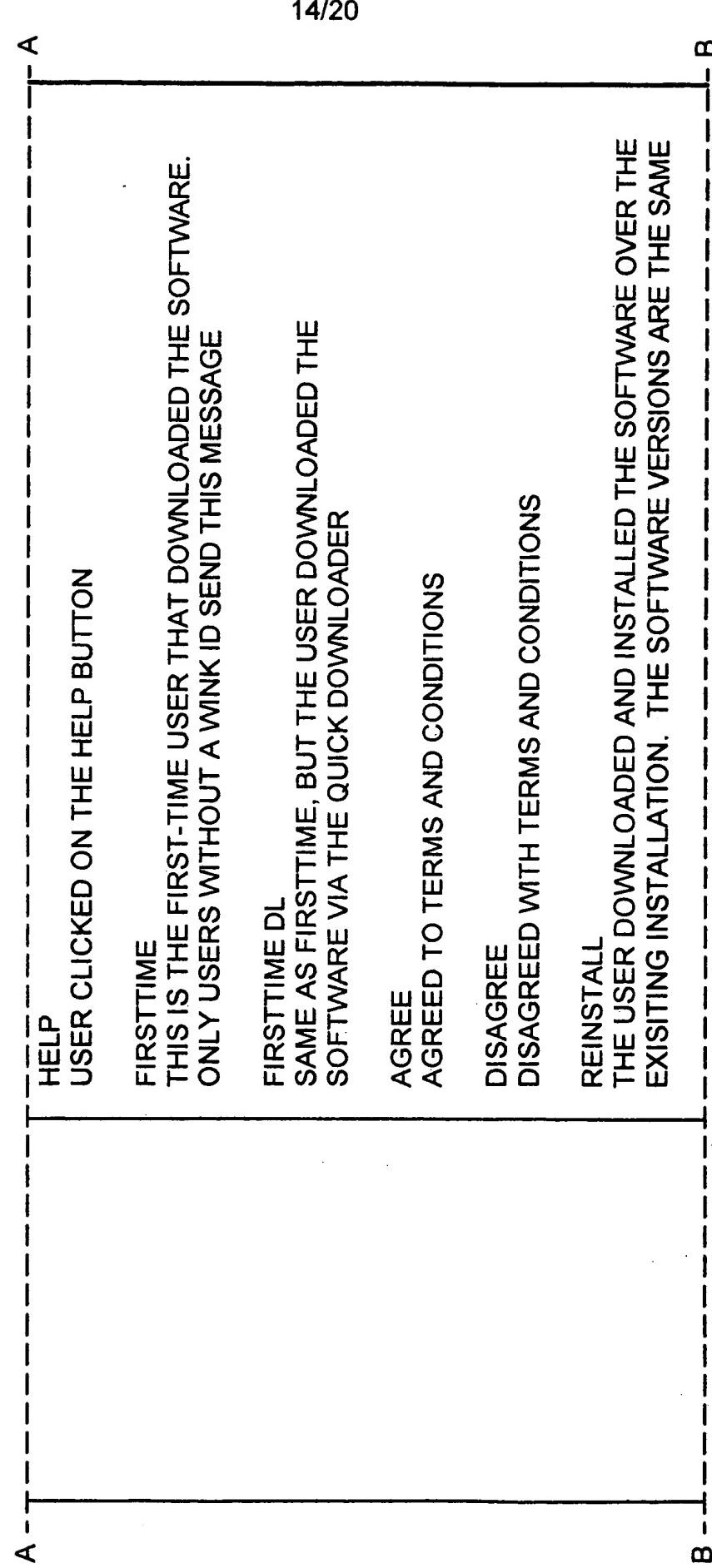


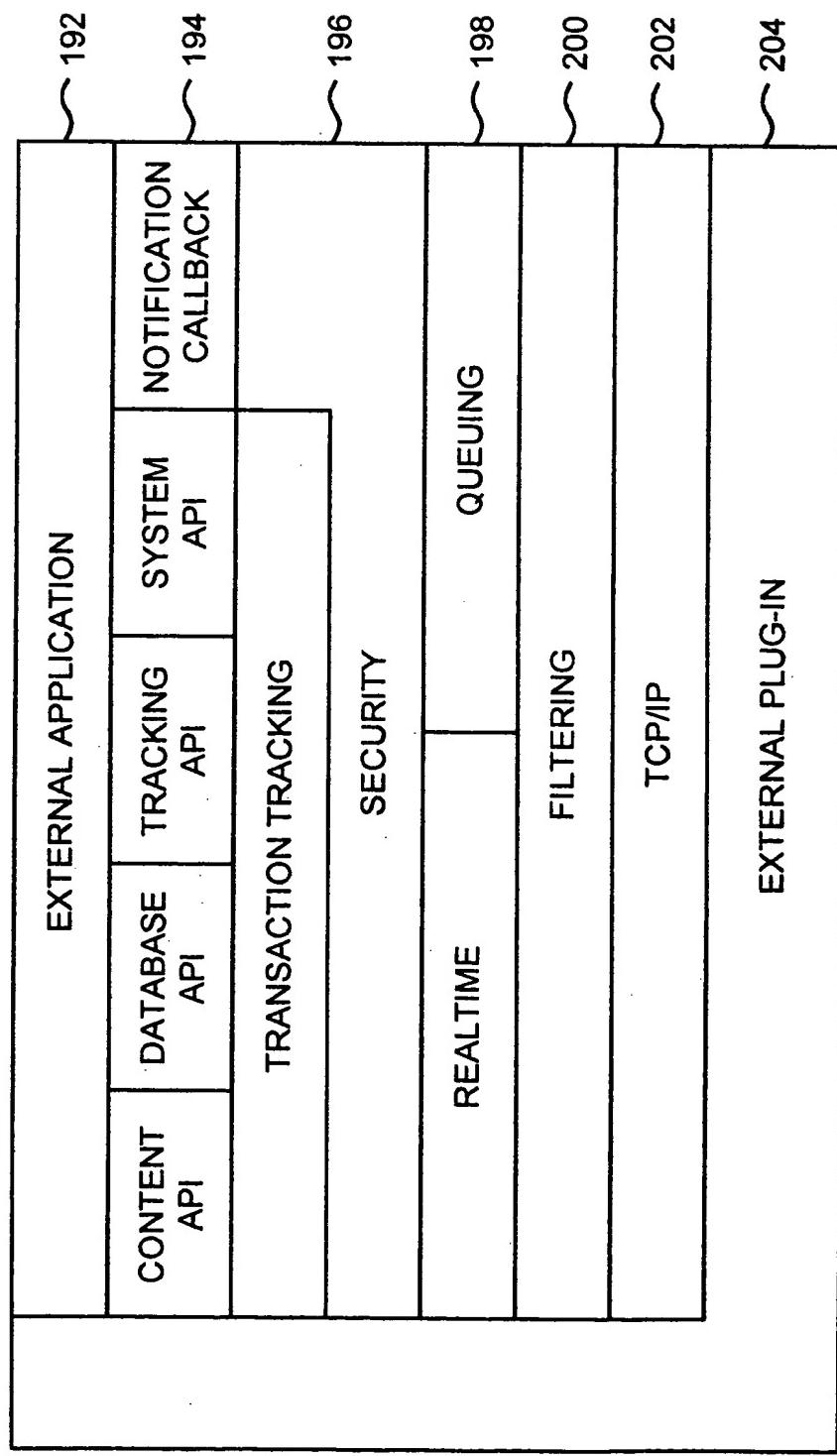
FIG. 15C

15/20

B -		
178	ACTIVITY INFO1	ACTIVITY SPECIFIC INFORMATION POPUP DOCUMENT NUMBER SESSION START TIME OF SESSION
180	ACTIVITY INFO2	ACTIVITY SPECIFIC INFORMATION POPUP DOCUMENT URL SESSION DURATION OF SESSION IN SECONDS

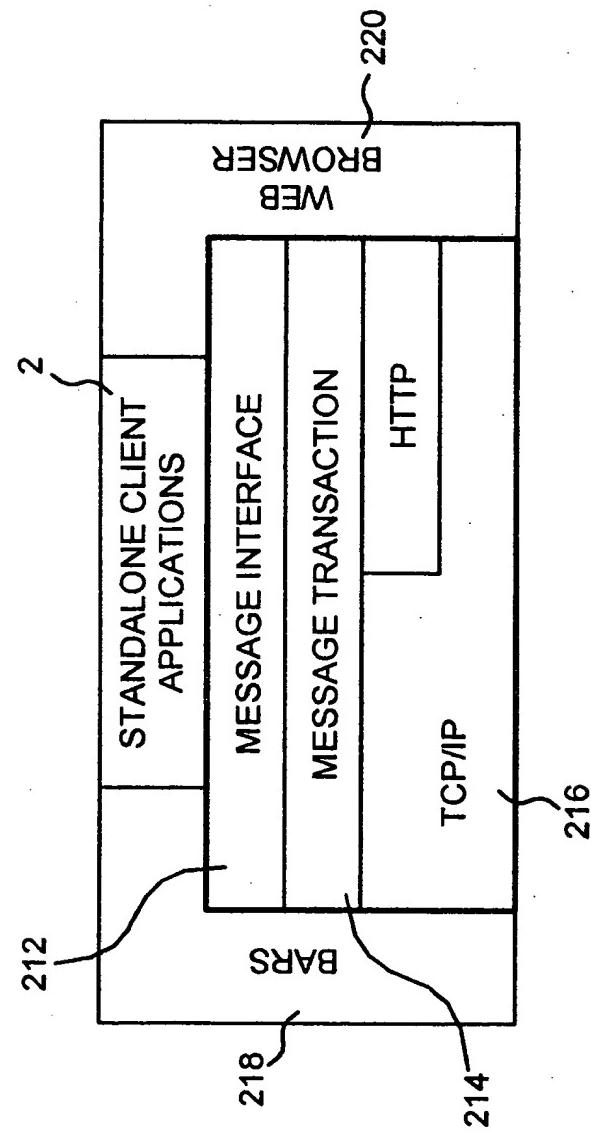
**FIG. 16**

16/20

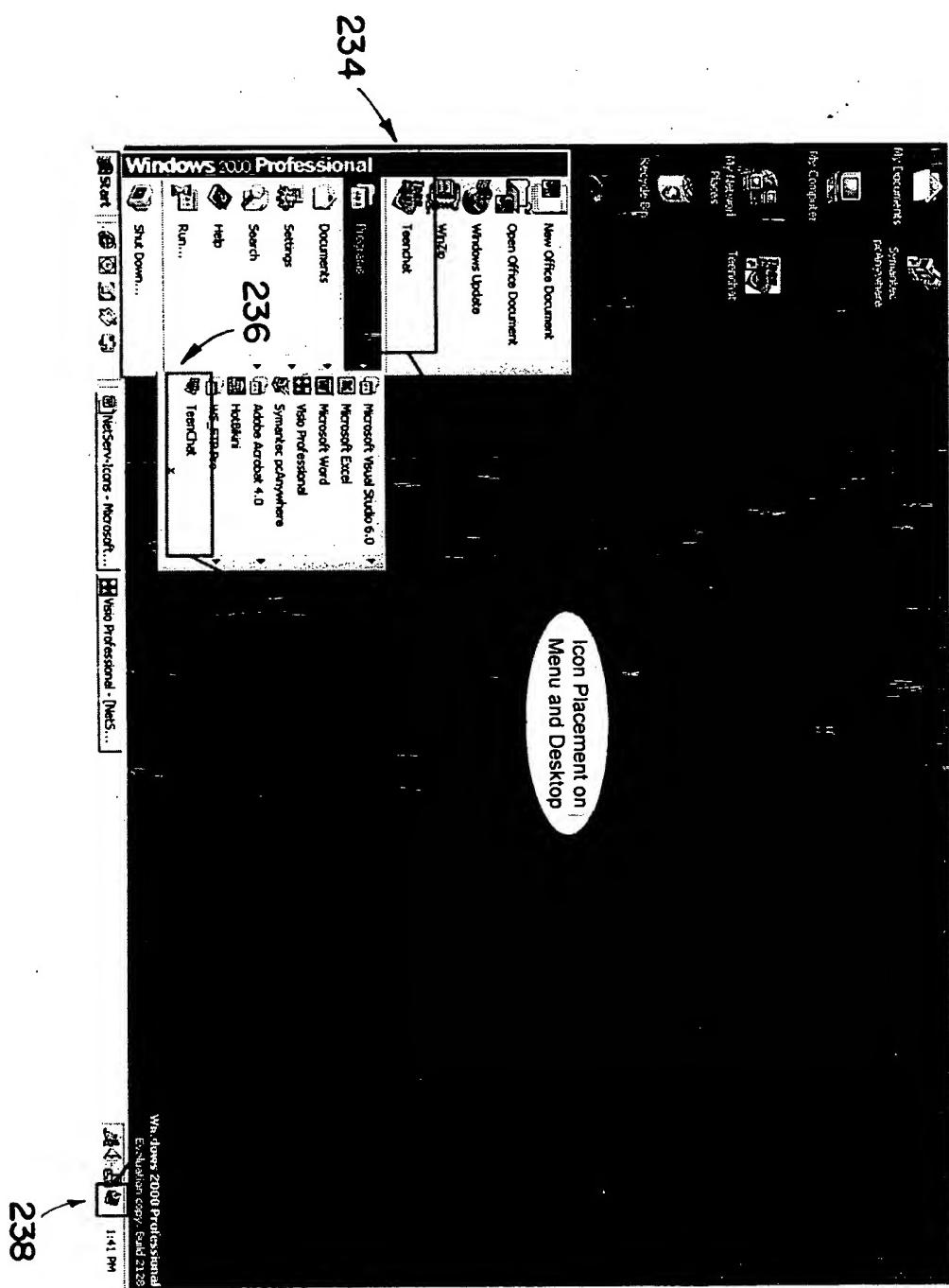


**FIG. 17**

17/20

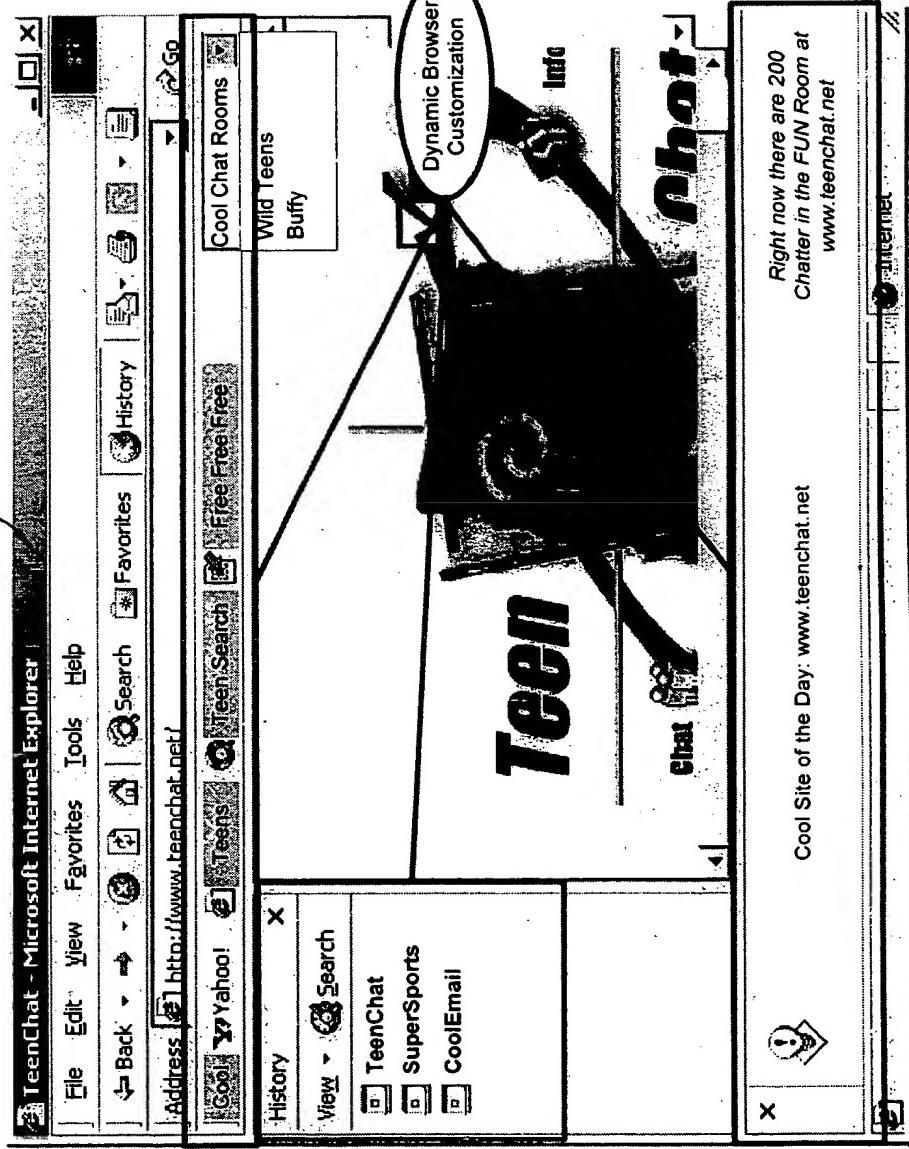


# FIG. 18



# FIG. 19

248



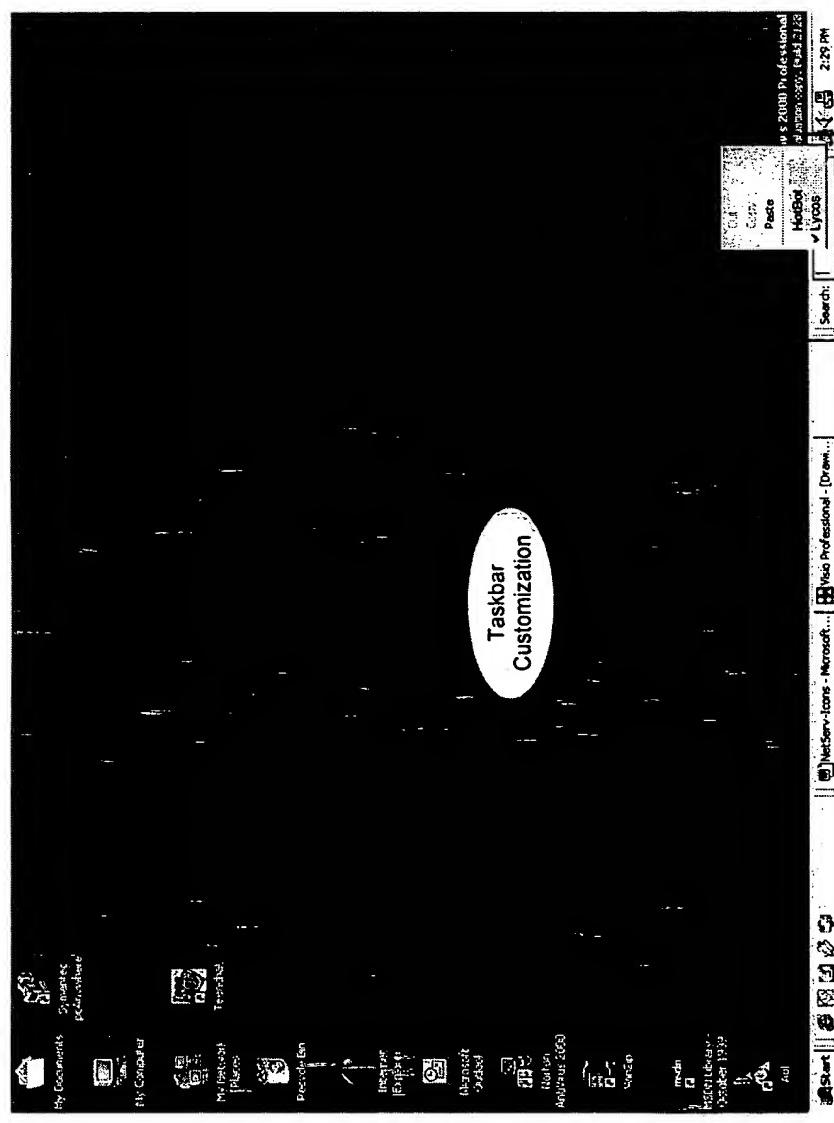
242

244

246

19/20

# FIG. 20



254

252

20/20